

BRIDGEWATER

STATE UNIVERSITY

FUTURE OF WORK COMMISSION

Presentation of Bridgewater State University
President Frederick W. Clark Jr., Esq.

October 12, 2021



An aerial photograph of a university campus during sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. The campus features several large, red-brick buildings with white columns and a central clock tower. A wide, paved road runs through the center of the campus, flanked by green lawns and trees. The background is filled with a dense forest of trees.

BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

BSU STUDENTS

10th

largest public or private
university in MA Fall 2020

10,651

Total # of Students

9,028

Undergraduate Students

1,623

Graduate Students

95%

of BSU students are from MA

BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

BSU Overview

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BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

EQUAL OPPORTUNITY TO PERSIST AND GRADUATE

BSU Undergraduates:

37% **PELL-ELIGIBLE**

53%
FIRST-GENERATION

27% **STUDENTS
OF COLOR**

***FAMILY
migrated
so I
GRADUATED***

BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

EQUAL OPPORTUNITY TO PERSIST AND GRADUATE

BSU Overview

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9TH

nationally among public universities for **closing achievement gaps** while
simultaneously **raising retention and graduation rates** for all students

TRANSFORMATIVE EXPERIENCES

BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

1,800

**STUDENTS CONDUCT
UNDERGRADUATE RESEARCH
EVERY YEAR AT BSU**



BRIDGEWATER
STATE UNIVERSITY

The background image shows two students inside a tent. They are sitting at a table with several laptops open. To their right, there is a large piece of astronomical equipment, possibly a telescope or a camera mount, with multiple lenses or filters attached. The entire scene is overlaid with a semi-transparent red filter.

BSU Overview

Student Perspective

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Higher Education/BSU
Perspective

Recognized as one of the nation's

TOP PRODUCERS

of Fulbright & Goldwater Scholars

BSU Overview

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2,500+

degrees and certificates

awarded each year



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STATE UNIVERSITY

BSU Overview

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80%

**of our 70,000 alumni
live and work in MA**

Generation Z is poised to radically change higher education and workplace

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GenZ: Defining Characteristics

Flexibility, Pragmatism & Equity

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Flexibility

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Perspective

- In-person, online and hybrid options
- Although first true digital natives, value F2F
- “Bite-sized” educational options
- Flexibility in the workplace with mis of telecommuting and office-based work

Pragmatism

BSU Overview

Student Perspective

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Higher Education/BSU
Perspective

- GenZ is most educated generation but increasingly question value of a traditional college education
- Looking for colleges to be a better bridge to work

Equity

BSU Overview

Student Perspective

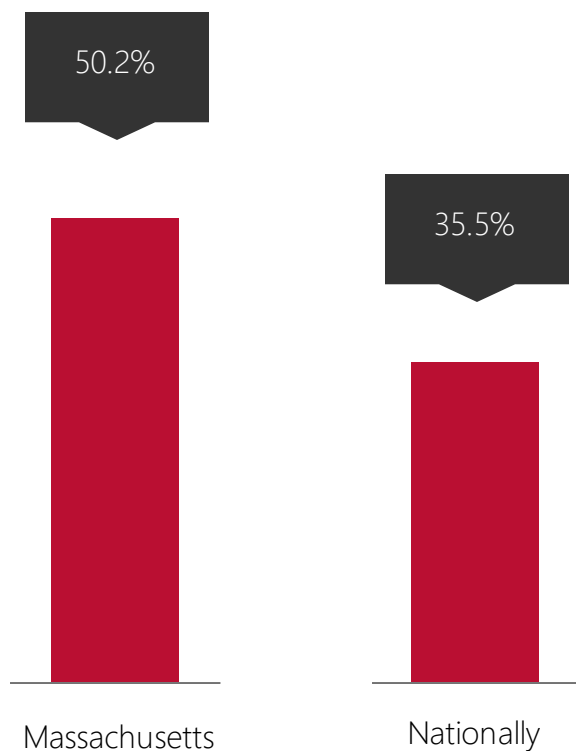
Employer Perspective

Higher Education/BSU
Perspective

- Insist on a greater focus on equity and diversity in higher education and the workplace
- For universities, emphasis on confronting widespread and persistent equity gaps; serving a more diverse, first-gen, low-income population
- In recent AAC&U employer survey, younger managers (< 40) were more inclined to value equity in the workplace; we can expect this to intensify as GenZ enters the workforce

Massachusetts is more reliant on an educated workforce than any other state

Percent of Residents Holding a Bachelor's Degree



50.2% of Massachusetts residents hold a bachelor's degree versus 35.5% nationally

BSU Overview

Student Perspective

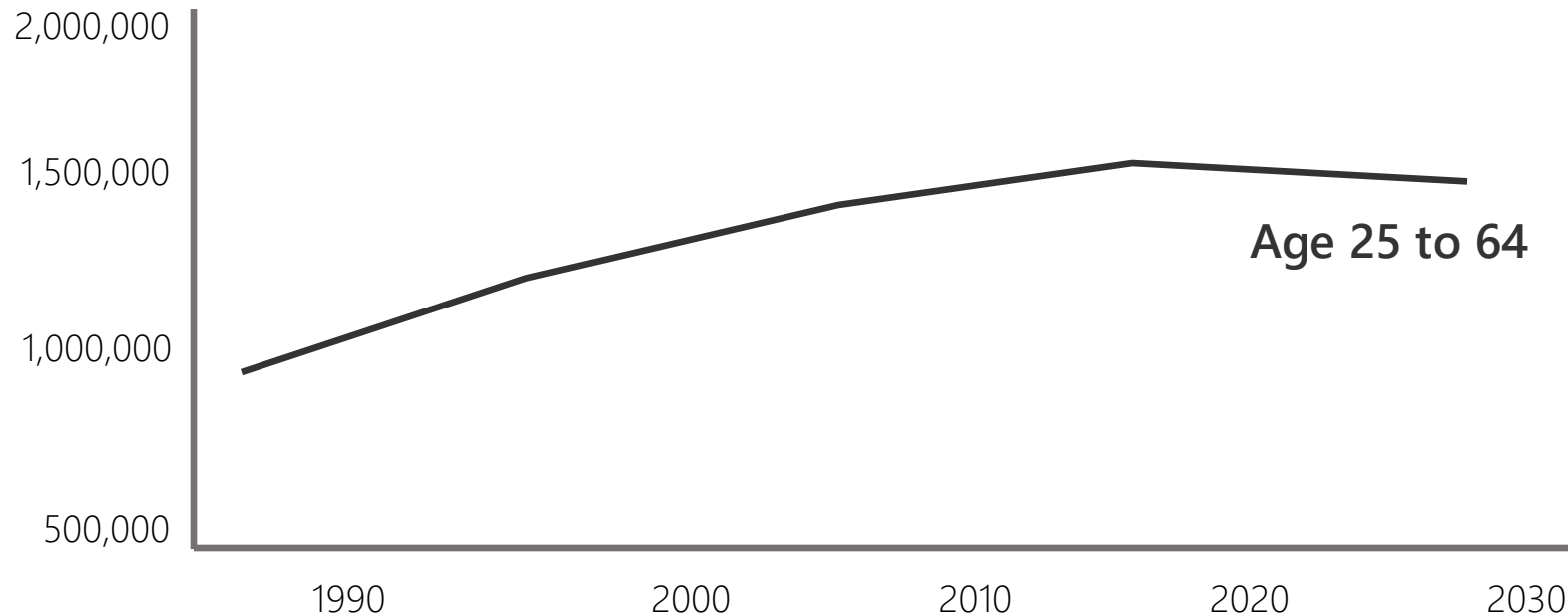
Employer Perspective

Higher Education/BSU
Perspective

Massachusetts Faces an Acute Shortage of College Degrees

Emerging Talent Shortage

MassINC's At the Apex report finds that there will be nearly 46,000 fewer adults ages 25 to 64 in Massachusetts with college degrees in 2030 than in 2020.



Number of Massachusetts residents with bachelor's degrees or higher, 1990 to 2030

BSU Overview

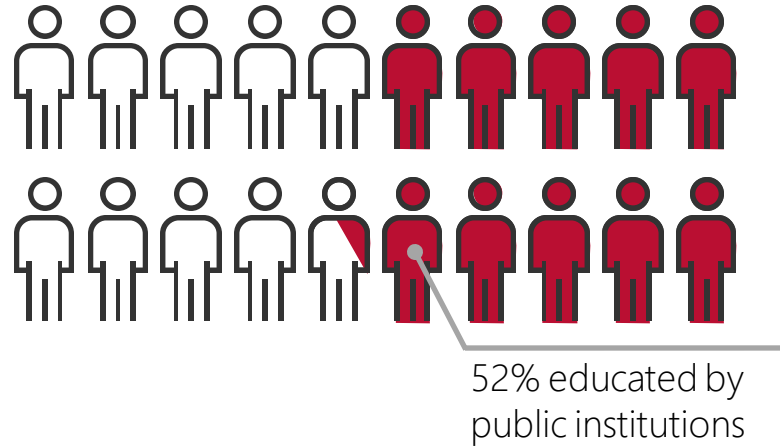
Student Perspective

Employer Perspective

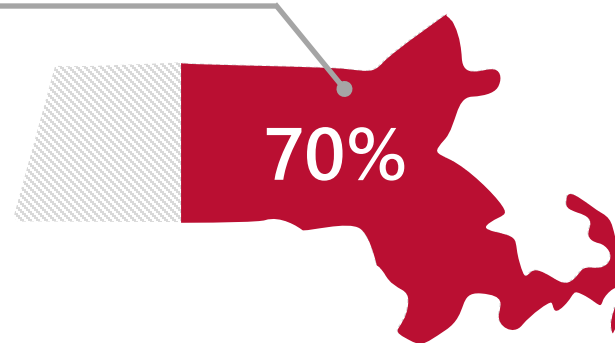
Higher Education/BSU
Perspective

Public higher education has surpassed private higher education in Massachusetts

All Undergraduates in MA



The majority of MA high school graduates (who remain in state to attend college) choose public institutions



BSU Overview

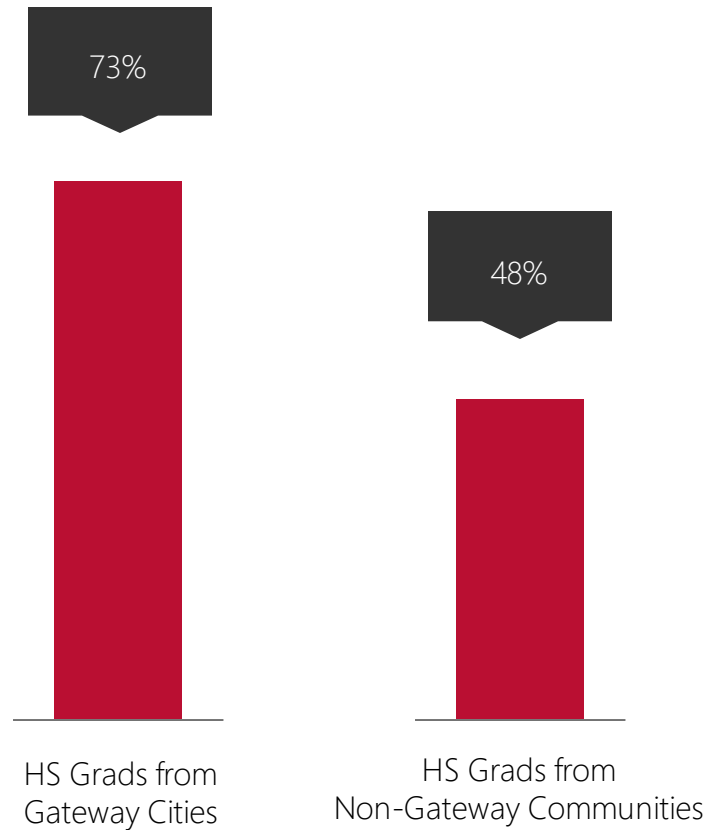
Student Perspective

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More Students from Gateway Cities Go Public:

HS Grads that Attend 2- or 4-Year Public



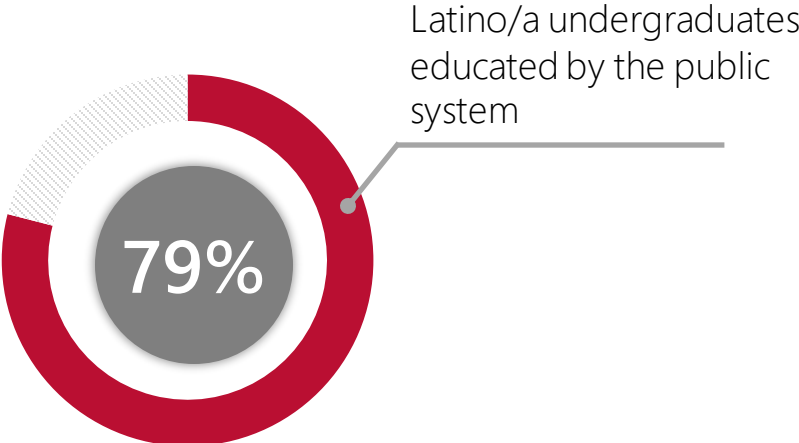
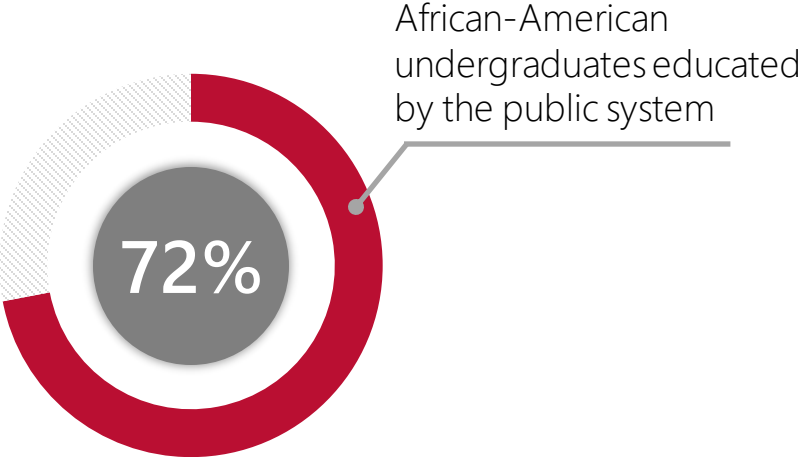
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The public higher education system is educating the underserved populations in Massachusetts – the very citizens who are critical to solving the talent gap



BSU Overview

Student Perspective

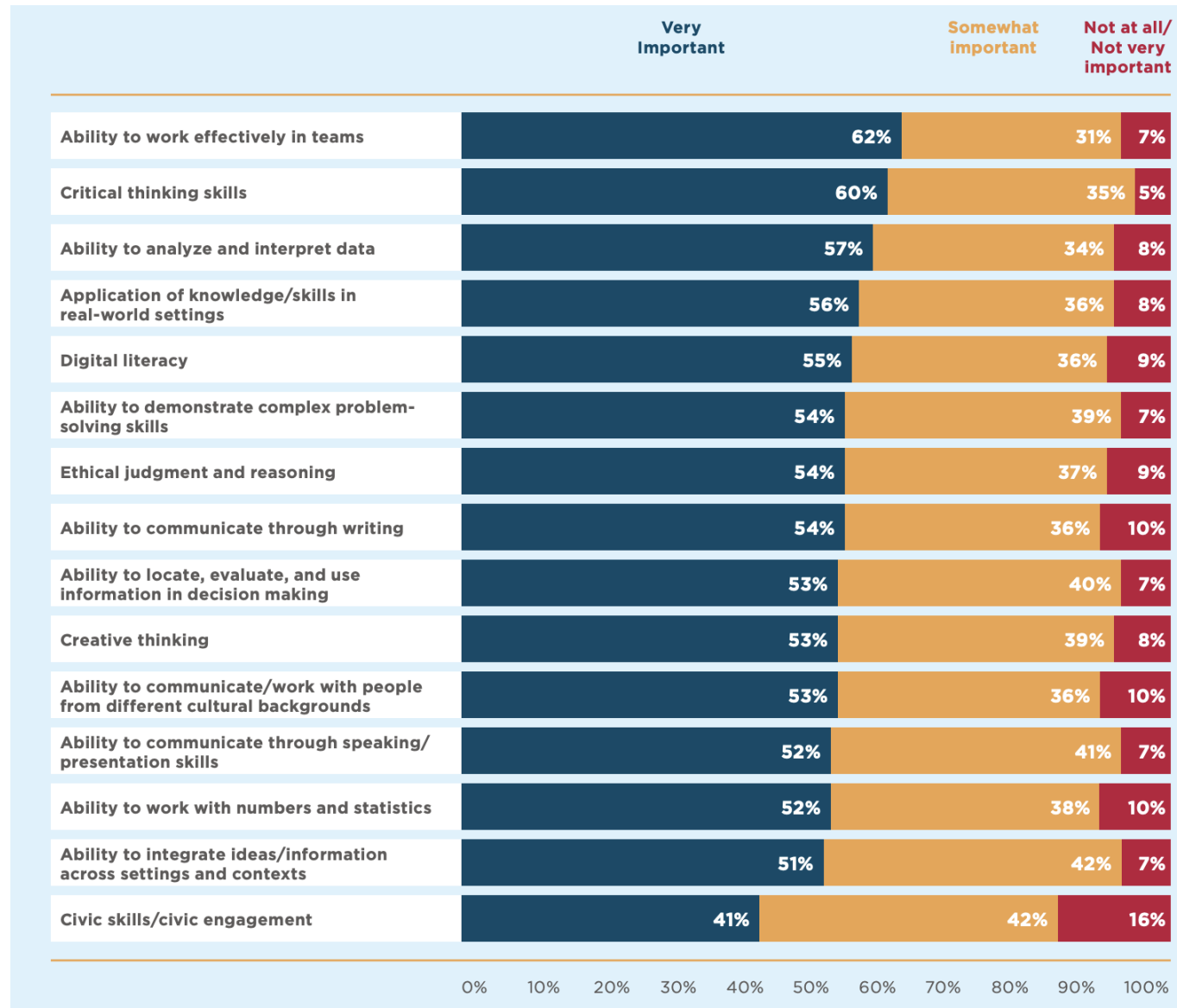
Employer Perspective

Higher Education/BSU
Perspective

“If African-American and Latino/a adults possessed college degrees at the same rate as white adults (60%), the state would easily meet its need for more college graduates by 2025.”

Massachusetts Department of Higher Education,
Degrees of Urgency, 2014

At least half of employers view the skills of a liberal education as “very important” for college graduates.



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Student Perspective

Employer Perspective

Higher Education/BSU Perspective

Source: AAC&U | How College Contributes to Workforce Success: Employer Views on What Matters Most

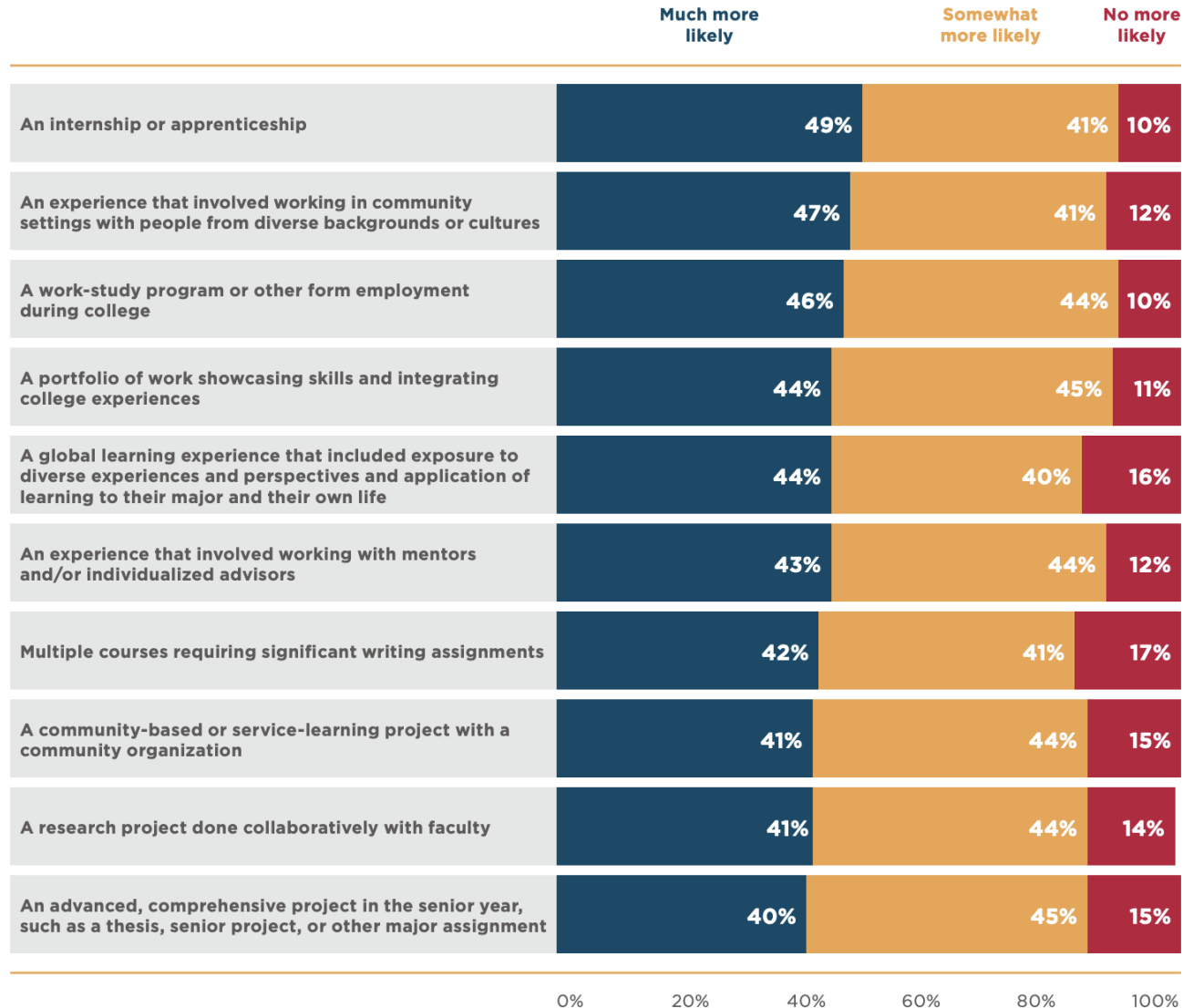
Employers value applied experiences, but internships lead the list of what makes employers “much more likely to consider” hiring a candidate.

BSU Overview

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Source: AAC&U | How College Contributes to Workforce Success: Employer Views on What Matters Most

Liberal Arts & Career Preparedness

- Not either/or; need for both
- Employers value skills and mindsets of a liberal arts education – critical thinking and analysis, problem-solving, teamwork, communication
- Universities need to be responsive to changes in technology & workplace, provide experiential learning opportunities & build better bridges to work

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Photonics



BSU Overview

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- Next wave in technology
- Particles of light can transmit immense amounts of data – 1,000x faster than electrons
- Computing, autonomous vehicles, biological/chemical sensors

Photonics @ BSU

A man with dark curly hair and safety glasses is focused on adjusting a complex photonic device. The device is a precision optical setup with various lenses, mirrors, and fiber optic cables. A yellow fiber optic cable is prominent in the foreground. The background is slightly blurred, showing another person working on a similar setup.

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Photonics @ BSU

BSU Overview

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Perspective

- First engineering program
- Certificate & B.S. in photonics & optical engineering
- Partnering with other higher education institutions & industry
- State investment



Cybersecurity

BSU Overview

Student Perspective

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Higher Education/BSU
Perspective

- Vital need need to protect critical assets and resources from evermore sophisticated cyber attacks
- Huge talent shortages: In Massachusetts alone, more than 13,000 cybersecurity job postings (1/2 million in US openings)

Cybersecurity @ BSU

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Student Perspective

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Perspective



Cybersecurity @ BSU

Welcome to the X-Force Command Center



BSU Overview

Student Perspective

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Perspective

- Cyber Range
- Cybersecurity Consortium
- Public Investment
- Industry Partnerships

BSU expanding other high demand programs

- Health Sciences: High demand for occupational and physical therapists, athletic trainers, speech language pathologists, mental health counselors
- Aviation: Acute shortages of pilots

BSU Overview

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Other Fast

Growing Segments

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- Teaching
- Social Work



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- Universities need to focus on building better bridges to work, integrating career development into traditional curriculum

Bridges to Employment

BSU Overview

Student Perspective

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- Growth in internships
- 1,300 students (and growing) participate in internships each year
- Professional apprenticeships



Greater Career Preparation into Student Experience

BSU Overview

Student Perspective

Employer Perspective

Higher Education/BSU
Perspective

- BSU *Works* - ongoing career guidance and planning for every student
- Advanced research opportunities: BSU's undergraduate research program is recognized as one of the leading programs nationally



| Thank You!

